

PROMOTION DEVELOPMENT GROUP
AUGUST EVENTS

<u>MARLBORO</u>	<u>CITY</u>	<u>DATES</u>	<u>LOCATION</u>
Marlboro Medium Trade/Sales	Nat'l.	June-Sept.	Trade/Sales gift 4,000
CIP			550,000 pieces 250/rep @12% est. red. = 66,000
Direct			1,000,000 circ. @10% est. red. = $\frac{100,000}{170,000}$
<u>BENSON & HEDGES</u>			
Signature Collection Wine Collection	Media (Magazine)	July/Aug	28 million circ. est. at .75% red.=210,000 sets
<u>VIRGINIA SLIMS</u>			
Jewelry roll	Media (FSI)	Aug	52 million circ. Est. at .6% red. = 312,000

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